

| Ref #    | Hits | Search Query   | DBs                | Default Operator | Plurals | Time Stamp       |
|----------|------|--|--------------------|------------------|---------|------------------|
| S1       | 313  | 705/10.ccls.   | US-PGPUB;<br>USPAT | OR               | ON      | 2005/05/18 09:36 |
| S10<br>5 | 14   | (marketing same (campaign or initiative or program)) and (effective\$4 same statistic\$4 same (result or status))  | USPAT              | OR               | ON      | 2005/05/18 09:36 |
| S10<br>6 | 1629 | 705/10.ccls.   | US-PGPUB;<br>USPAT | OR               | ON      | 2005/05/18 09:36 |
| S10<br>7 | 2859 | 705/14.ccls.   | US-PGPUB;<br>USPAT | OR               | ON      | 2005/05/18 09:36 |
| S10<br>8 | 76   | (marketing near4 (campaign or initiative or program or offer)) and ((success\$7 or effective\$4) near5 (campaign or initiative or program or offer)) and ((past or histor\$6) same (campaign or initiative or program or offer))   | USPAT              | OR               | ON      | 2005/05/18 09:38 |
| S10<br>9 | 34   | (marketing near4 (campaign or initiative or program or offer)) and ((success\$7 or effective\$4) near5 (campaign or initiative or program or offer)) and ((past or histor\$6) near6 (campaign or initiative or program or offer))  | USPAT              | OR               | ON      | 2005/05/18 09:46 |
| S11<br>0 | 31   | (marketing near4 (campaign or initiative or program or offer)) and ((success\$7 or effective\$4) near5 (campaign or initiative or program or offer)) and ((past or histor\$6) near6 (campaign or initiative or program or offer)) and (database or "data base" or "data bases")  | USPAT              | OR               | ON      | 2005/05/18 09:48 |
| S11<br>1 | 26   | (marketing near4 (campaign or initiative or program or offer)) and ((success\$7 or effective\$4) near5 (campaign or initiative or program or offer)) and ((past or histor\$6) same (campaign or initiative or program or offer) same (statistic\$4 or success\$7 or effective\$4)) and (database or "data base" or "data bases") | USPAT              | OR               | ON      | 2005/05/18 09:49 |

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|----------|----|---|-------|----|----|------------------|
| S11<br>2 | 20 | (marketing near4 (campaign or initiative or program or offer)) and ((success\$7 or effective\$4) near5 (campaign or initiative or program or offer)) and ((past or histor\$6) same (campaign or initiative or program or offer) same (statistic\$4 or success\$7 or effective\$4)) and ((database or "data base" or "data bases") same marketing same (campaign or initiative or program or offer))   | USPAT | OR | ON | 2005/05/18 09:53 |
| S11<br>3 | 18 | (marketing near4 (campaign or initiative or program or offer)) and ((success\$7 or effective\$4) near5 (campaign or initiative or program or offer)) and ((past or histor\$6) same (campaign or initiative or program or offer) same (statistic\$4 or success\$7 or effective\$4)) and ((database or "data base" or "data bases") same marketing same (campaign or initiative or program or offer)) and ((database or "data base" or "data bases") same (key or value or trigger))  | USPAT | OR | ON | 2005/05/18 10:45 |
| S11<br>5 | 11 | (marketing near4 (campaign or initiative or program or offer)) and ((success\$7 or effective\$4) near5 (campaign or initiative or program or offer)) and ((past or histor\$6) same (campaign or initiative or program or offer) same (statistic\$4 or success\$7 or effective\$4)) and ((database or "data base" or "data bases") same marketing same (campaign or initiative or program or offer)) and ((database or "data base" or "data bases") near6 (key or value or trigger))   | USPAT | OR | ON | 2005/05/18 10:06 |
| S11<br>6 | 16 | (marketing near4 (campaign or initiative or program or offer)) and ((success\$7 or effective\$4) near5 (campaign or initiative or program or offer)) and ((past or histor\$6) same (campaign or initiative or program or offer) same (statistic\$4 or success\$7 or effective\$4)) and ((database or "data base" or "data bases") same marketing same (campaign or initiative or program or offer)) and ((database or "data base" or "data bases") same (key or trigger) same (data or value or parameter or attribute or structure)) | USPAT | OR | ON | 2005/05/18 10:47 |

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|----------|---------------------------------|---|-------|----|----|------------------|
| S11<br>7 | 16<br><i>near</i><br><i>all</i> | (marketing near4 (campaign or initiative or program or offer)) and ((success\$7 or effective\$4) near5 (campaign or initiative or program or offer)) and ((past or histor\$6 or prior or previous\$2 or old\$3) same (campaign or initiative or program or offer) same (statistic\$4 or success\$7 or effective\$4)) and ((database or "data base" or "data bases") same marketing same (campaign or initiative or program or offer)) and ((database or "data base" or "data bases") same (key or trigger) same (data or value or parameter or attribute or structure)) | USPAT | OR | ON | 2005/05/18 10:48 |
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